

Influencer Marketing Platforms Category

FALL 2026
Customer Success Report





Influencer Marketing Platforms Category

Influencer marketing platforms enables enterprises to identify, hire, and communicate with social influencers. These are unified platforms that help you find and manage existing and new brand advocates using built-in searchable marketplaces. You can utilize detailed search parameters to filter through influencers. The solutions also offer features to curate influencer-created content, produce branded marketing materials, and evaluate the performance and metrics of social influencer campaigns.

Influencer marketing platforms enable your firm to maintain a community of brand and product advocates on popular social sites and convert them into social influencers. This program is deployed to support and complement other social media marketing tools.

Customer Success Report

Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:



CONTENT SCORE

- ✓ Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- ✓ Customer reference rating score
- ✓ Year-over-year change in amount of customer references on FeaturedCustomers platform
- ✓ Total # of profile views on FeaturedCustomers platform
- ✓ Total # of customer reference views on FeaturedCustomers platform



MARKET PRESENCE SCORE

- ✓ Social media followers including LinkedIn, Twitter, & Facebook
- ✓ Vendor momentum based on web traffic and search trends
- ✓ Organic SEO key term rankings
- ✓ Company presence including # of press mentions



COMPANY SCORE

- ✓ Total # of employees (based on social media and public resources)
- ✓ Year-over-year change in # of employees over past 12 months
- ✓ Glassdoor ranking
- ✓ Venture capital raised

Award Levels



MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.

2026 Customer Success Awards

Check out this list of the highest rated Influencer Marketing Platforms software based on the FeaturedCustomers Customer Success Report.



Aspire



CreatorIQ

GRIN

impact.com

LINQIA

Meltwater

sproutsocial

The Circle



Traackr

upfluence



apexdrop™



COHLEY

DASH SOCIAL

INSENSE



julius
BY TRILLER



noreach

partnrUP



Popular Pays
by Lightricks

SIDEQIK



affilæ

BuzzSumo

flaminjoy

HypeAuditor

Influency

* Companies listed in alphabetical order



2026

**INFLUENCER
MARKETING
PLATFORMS**

MARKET LEADER



ABOUT ASPIRE

Aspire

Aspire is the influencer marketing platform empowering ecommerce brands to build and cultivate influential communities of influencers, ambassadors, affiliates, customers, and more. Brands using Aspire can discover authentic partners, streamline relationships, scale their programs, and measure true business impact — regardless of where they are in their influencer marketing journey. Aspire is trusted by Glossier, Coola, Bombas, Newell, Ruggable, and over 400 additional customers. Investors include Hummer Winblad Venture Partners, Pear.vc, and more. For more...

127

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“My ability to run influencer campaigns has definitely improved in terms of efficiency. Before, I had to do everything manually, including searching for creators, pitching campaigns, and managing campaign logistics. Now [with Aspire] I have automations and templates for campaign terms, emails, and follow-ups, which has significantly reduced the time I spend on these necessary but manual tasks that go into running a campaign.”

CAITLIN
BRAND PARTNERSHIPS MANAGER, VITAAUTHORITY

“It’s amazing how much our program has grown in just a few months as we work with more partners and gain more visibility on social media. Being able to quantify the success of influencer marketing and gifting campaigns through Aspire’s different dashboards has helped us demonstrate value to leadership.”

LAUREN RUETER
MANAGER, INFLUENCER AND COMMUNITY, RUGS USA

“Aspire played a key role in helping us reduce reliance on content agencies and generate a thriving in-house influencer marketing engine. Both the platform and Aspire’s highly dedicated staff have been game changers for our team.”

MARIA CABALLERO
SOCIAL MEDIA SPECIALIST, EXTRA SPACE STORAGE

“Having Aspire on our side has been a game-changer. It’s like having an industry professional from the influencer world in our back pocket.”

HANNAH SPANGENBERG
SOCIAL MEDIA PROGRAM MANAGER, PRANA

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ABOUT BAZAARVOICE



Bazaarvoice connects brands and retailers to consumers so that every shopping experience feels personal. From search and discovery to purchase and advocacy, Bazaarvoice's solutions reach in-market shoppers, personalize their experiences, and give them the confidence to buy. Each month in the Bazaarvoice Network, more than a billion consumers view and share authentic content including reviews, questions and answers, and social photos across 6,000 brand and retail websites. Across the network, Bazaarvoice captures billions of shopper signals monthly — data that powers high-efficiency digital advertising and personalization with unmatched...

400

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Bazaarvoice, with its strong global network, allows us to support our customers regardless of country or language. This has allowed us to collect, moderate and display product reviews throughout ten group business to date.”

NICOLAS FILLAT
MARKETING BUSINESS LEADER, ADEO

“When a customer owns one of our products, we hope that they will keep it for a long time, and whenever they decide to buy another one, we want to make sure we remain top of mind. Reviews and insights help us do that.”

CAROLINE FAULKNER
SENIOR DIGITAL TECHNICAL COORDINATOR, BROTHER

“With new products taking up to 4 weeks to acquire reviews unaided, the Sampling programme is a fantastic tool to help solve this issue and generate all-important first reviews.”

JOANNA STEELE
SENIOR REVIEWS & CGC MANAGER, ARGOS

“About two-thirds of our products have reviews from the network and around half of all ratings in our store come from this resource.”

MARKUS HEUSER
SATURN ONLINE

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dermalogica
professional-grade skin care by The International Dermal Institute

RIVER ISLAND

Bath&BodyWorks



Nationwide



ABOUT CREATORIQ



CreatorIQ is the global system of record for managing and optimizing creator-driven campaigns at scale. Powerful enough for the world's biggest enterprises and nimble enough for the most innovative, CreatorIQ's Enterprise Creator Cloud enables intelligent creator discovery, streamlines end-to-end workflow, ensures brand safety, and drives meaningful measurement. Airbnb, CVS, Dell, Disney, Mattel, Ralph Lauren, Salesforce, Tiffany&Co., and Unilever utilize their platform to drive real business results across their storytelling ecosystems.

120

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Sarah and the team at Darling worked incredibly well together to create the stunning results seen here. What makes success possible is great planning, a client that is open to big ideas, and of course, great tools like CreatorIQ that help bring the vision to life. This program had all of these ingredients, plus great leadership, which created wins for all involved.”

KYLE HJELMESETH
FOUNDER & CEO, DARLING

“CreatorIQ allows us to bring the best of both worlds, agency and software, to our clients. We are still able to act and communicate as agency partners, while at the same time using CreatorIQ to streamline our influencer campaign process: from influencer selection, to creative content approvals and execution, and lastly, reporting.”

KATY COFFIELD
CEO AND CO-FOUNDER, FOODIE TRIBE

“CreatorIQ campaign reporting allows us to align KPIs and provides one source of reporting truth across our global marketing teams and influencer campaigns.”

CAITLIN JOHNSON
SENIOR INTERNATIONAL PR MANAGER, VISITBRITAIN

“CreatorIQ allows us to ingest our broadcast talent, helping us gain a deeper understanding of their social audience through real-time data.”

JEFF SILBER
HEAD OF DIGITAL MONETIZATION, IHEARTMEDIA

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BABE



BeautyStat
COSMETICS

benefit
SAN FRANCISCO



ABOUT GRIN



GRIN is the #1 influencer marketing software to help direct-to-consumer brands manage influencer marketing programs at scale. Use their advanced tools to use the world's largest database of influencers to find high-quality influencers, automate email outreach and follow-up, activate campaigns, grow influencer relationships with their industry-leading private CRM, and analyze the success of your campaign and identify ROI using their in-depth reporting tools. GRIN is the only end to end solution designed specifically for eCommerce brands, providing true revenue attribution, and allowing brands to own their direct relationships with influencers without...

107

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“GRIN U has been instrumental to our onboarding experience. The tutorials and knowledge base allowed us to proactively solve potential issues before they even arose. Additionally, Amy has been incredibly helpful and played a key role in getting us successfully onboarded, collecting content, and partnering with 20 creators who have already started spreading the word about our brand—generating exciting buzz and early momentum!”

MAYER MANKHATCHI
CHIEF EXECUTIVE OFFICER, ADINA EDEN

“We tried other influencer softwares before GRIN, but none of them did all of the things we needed. So when I demoed GRIN the first time, I was like, ‘Wait. There is actually [a platform] out there that does all the things we need? How is that possible?’ [GRIN] really checks all the boxes.”

DAYNA HENNINGER
SOCIAL MEDIA DIRECTOR, BLUE WHEEL MEDIA

“GRIN gives us all of the tools we need to execute national and international influencer marketing campaigns with ease. It has helped us find and recruit amazing talent around the world and communicate with them effectively, no matter what time zone they are in.”

AMANDA MEJIA
INTERNATIONAL SOCIAL MEDIA STRATEGIST,
ESPONJABÓN

“With GRIN, there is no middleman. If you need to fulfill a product, you can just do it. There is no bottlenecking.”

AUDREY VAN VARK
SENIOR INFLUENCER MANAGER, MARI + GOLD

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darn good **yarn**

BLACK FEATHER

babybrezza®

GYMSHARK

FRENCHIE



ABOUT IMPACT.COM

impact.com

Impact is the global leader in Partnership Automation and catalyst for the new Partnership Economy. Impact accelerates enterprise growth by scaling discovery, recruitment, onboarding, engagement and optimization of all types of partnerships. Impact's Partnership Cloud™ manages over \$50B in e-commerce sales and \$2B in partnership payments, providing automation for the full partnership lifecycle, confident decision making and optimization through measurement and attribution, and protection from fraud. Impact drives revenue growth for global enterprises such as Cabela's, Fanatics, Getty Images, Lenovo, Levi's, Techstyle and Ticketmaster. Founded in...

326

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“impact.com's tools allow us to create great content with our partners while ensuring we respect our industry's controls and regulations. The platform's compliance tools make us comfortable tapping into the influencer space which is completely new to our business. impact.com also gives us the full picture across the entire marketing funnel. This view helps us understand our partners' unique strengths and weaknesses so we can make the best decisions to optimize our program.”

JULIA SALUME
GLOBAL INFLUENCER LEAD, IG GROUP

“impact.com didn't just solve our problems—it unlocked growth at scale. Their tools are powerful, intuitive, and built for serious performance marketers. We were able to run a lean team while scaling a high-impact affiliate engine.”

SVITLANA BEZUHLA
HEAD OF AFFILIATE PARTNERSHIPS, SCRAMBLY

“The impact.com and Segment integration streamlined the process and really made sure that we're capturing all of the affiliate sales whether it takes place on our chain app web mobile or on a normal desktop.”

TORI DETRICK
AFFILIATE DIRECTOR, JANE.COM

“Since bringing on impact.com, we've built a more focused and efficient affiliate program designed to attract high-quality partners and scale sustainably.”

VIONA PHAN
PERFORMANCE ANALYST, ROLLIE NATION

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agile
health

BARK-BOX

TAYLOR STITCH

Revolut

secret Escapes



ABOUT LINQIA

LINQIA

Linqia combines the science and accountability of online media with award-winning service to deliver guaranteed influencer marketing results for their clients. Their AI-driven platform and team of experts are leading the transformation of influencer marketing into a scalable media channel. The Linqia platform also serves as a social content lab, where marketers can organically test and amplify the best performing influencer content to drive greater ROI from their paid, owned and earned media.

114

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Linqia went above and beyond to bring our brand to life. We wanted to leverage influencers in a fun way, to have influencers create content at the center of our integrated marketing efforts. Linqia’s technology and team of experts were able to find the best influencers and measure the effectiveness of the campaign. We were thrilled with the strategic guidance we received and the quality of the content and recipes created. We’re looking forward to bringing Beefitarian to new markets.”

TREVLIN CARSON
BRAND MANAGER, JBS FOODS

“Our investment in Linqia has been more than worthwhile. Why? The ideas they give us, the content, the impressions and awareness we gain at the local and national level, all authenticity all the time—it has all proven itself out.”

BREANNA BURKE
SOCIAL MEDIA MANAGER, JERSEY MIKE’S

“We’ve been partners with Linqia for four years. Over this time, we have been able to fine-tune exactly what we are looking for in our campaigns with Linqia. It’s a great long-term relationship.”

KELLY MCGEE
DIRECTOR OF DIGITAL MARKETING, JERSEY MIKE’S

“What sets Linqia apart is their entire sequence of capabilities. Everything is best-in-class.”

DENISE VITOLA
VP BRAND INTEGRATION PR, SOCIAL AND INFLUENCER,
BAYER

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busy **little** izzy

Coffee & Crayons



Cuisinart

faust island
bright healthy family fun



ABOUT MELTWATER



Meltwater helps businesses drive growth and build brands. Meltwater's online intelligence platform analyzes billions of digital documents daily to extract precise, timely business insights that help more than 20,000 companies understand markets, engage the customers, and master the new social business environment. With offices in 27 countries, Meltwater is dedicated to personal, global service built on local expertise. Guided by core values, Meltwater culture is based on a fundamental belief in people and the potential they possess. They are not afraid of investing in hidden talent and believe that in an environment where people are motivated and supported...

898

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“With Meltwater, we can better identify the information that's relevant and turn it into actionable insights. Meltwater helps us on the path to intelligence, enabling us to start pushing more toward, ‘what should we do with this,’ rather than just a number or a link.”

TAYLOR VOGES
ANALYTICS DIRECTOR, BIG VALLEY MARKETING

“What I love about Meltwater is it's a one-stop shop. You can do your social listening, you can push out social media content, you can do newsletters, you've got media monitoring, you can push out content to reporters. That is really the big difference.”

LYDIA SERMONS
VICE PRESIDENT OF COMMUNICATIONS & CHIEF
COMMUNICATIONS OFFICER, HOWARD UNIVERSITY

“There's no doubt that having Meltwater's database allowed us to reach a lot of different outlets that we wouldn't have known about.”

BRAD POMERANCE
TELEVISION HOST AND EXECUTIVE VICE PRESIDENT,
JEWISH LIFE TELEVISION (JLTV)

“We use Meltwater for every campaign. We would not have successful media campaigns without a tool like Meltwater.”

CHRISTY KIRK
ASSOCIATE DIRECTOR OF MARKETING,
BERRETT-KOEHLER PUBLISHERS

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TATA
CLiQ

RED
havas

SAPPORO

Pernod Ricard
Créateurs de convivialité

Canon



ABOUT SPROUT SOCIAL



Sprout Social is a social media management tool created to help businesses grow their social media presence. The web application integrates with multiple social networks where consumers are engaging with businesses and brands. The application also offers team or individual engagement and publishing tools with in-depth analytics, brand monitoring, competitive insights and social CRM features. Sprout Social is known for its intuitive, easy-to-use web and mobile platforms.

304

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“We chose Sprout Social because we needed a platform that could truly support our growth needs and global vision. What immediately stood out was the robust data and filtering capabilities, especially audience demographics, interests and authenticity checks. This helped us find the right influencers for each market much faster and with more confidence that they would be aligned to our strategy.”

ANISTALDA GOMES
CREATIVE CONTENT LEAD, CARE TO BEAUTY

“Since we started using Sprout’s Employee Advocacy solution, my network has become more engaged. I get asked about my company more than ever and people comment on how active I am on LinkedIn. It makes it easier for me to interact with my connections on social. I would highly recommend Employee Advocacy by Sprout Social to other companies considering it.”

CARL TAGGART
VICE PRESIDENT, ZONE LEADER NE & SE US—SPEND
MANAGEMENT SERVICES AND DELIVERY, VIZIENT

“Sprout Social Influencer Marketing played a major role in that process—the integrated chat feature was essential for maintaining daily communication and tracking each influencer’s progress throughout the campaign. It really helped us stay organized and responsive.”

RITA SARAIVA
INFLUENCER MARKETING SPECIALIST, CARE TO BEAUTY

“Sprout Social is a social media management tool that is accessible—and it has quite literally transformed some of the key areas of my job.”

HOLLY TUKE
SOCIAL MEDIA OFFICER, RNIB

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ABOUT THE CIRQLE



The Cirqle believes in transforming the ways global brands and content creators collaborate and engage with each other. They provide brands and agencies with the technology to create, distribute, and maintain better relationships with consumers by harnessing the reach and relevance of content creators. The Cirqle is a Performance-Driven Social Marketing Platform that enables clients to power cross-channel social programs that drive sales, revenue and sales.

125

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“The Cirqle’s platform allowed us to manage influencer marketing in a much more efficient and results-driven way. The combination of automation, cost-saving tools, and targeted audiences helped us achieve a positive ROI and lower CPA, making the investment worthwhile.”

WILLEM SNIJDERS
INTERNATIONAL CHANNEL MANAGER, HANDYHUELLEN

“The Cirqle helped us to quickly scale up our Paid Partnerships campaigns with almost no effort. We were able to expand our asset library with just a few clicks and drive up ROAS during peak moments.”

ARLETTE COENRADI
DIGITAL MARKETEER, STOOV

“The Cirqle turned influencer marketing into a high-performance acquisition channel for us. We cut CAC by over 30%, scaled content production 5x, and hit one of our highest-ever ROAS on autopilot.”

MAIKEL PURVIS
HEAD OF DIGITAL MARKETING, MATT SLEEPS

“The Cirqle’s AI removed the guesswork. We invested in creators who matched our targets and performance goals from day one.”

SVEN BOSSCHAART
FOUNDER & CEO, ZELESTA

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BARNES&NOBLE





ABOUT TRAACKR



Traackr is a powerful influencer analytics suite that supports successful influencer marketing strategies by giving you the knowledge you need to craft smart strategies and effective plans. They help you understand your audience and focus your attention on the most important people and content on the social web. Over 140 enterprises and 40% of the top communications agencies use their people discovery engine and influencer tools to drive their marketing and communications strategies. Their customers are forward-thinking organizations and include EMC, Marketo, JP Morgan...

95

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Traackr played a crucial role in elevating our influencer strategy for Avène Spain in H1 2024. The platform's rich data set and powerful influencer discovery tool enabled us to identify and vet a diverse range of influencers in two key categories: skinfluencers and lifestyle influencers. This allowed us to forge long-term partnerships, intelligently boost high-performing content with advertising budgets, and gain a deeper understanding of what was truly driving success for our influencer program goals and KPIs.”

CASILDA BILBAO
COMMUNICATIONS, ADVOCACY & PR MANAGER, EAU
THERMALE AVÈNE

“Traackr is unique as they have built a fantastic SaaS platform that makes the discovery, management and measurement of influencer relationships seamless while using data to help quantify the impact of those relationships across the customer journey.”

DAVID JONES
FOUNDER AND CHIEF EXECUTIVE OFFICER, YOU & MR
JONES

“Traackr's platform, insights and expertise helped us generate greater impact per Euro spent by increasing transparency and enabling coordination.”

BARBARA MUGICA
ASSOCIATE DIRECTOR FOR PERSONAL CARE DIGITAL
MARKETING, COLGATE-PALMOLIVE

“Traackr shows us who aligns and performs best for us and our competitors so we can invest our resources confidently.”

ELENA SUAREZ-PEÑA
ASSOCIATE DIRECTOR PR & INFLUENCER MARKETING,
PIERRE FABRE

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ABOUT UPFLUENCE



Upfluence helps brands tell their story with powerful influencer & content marketing technology. Upfluence Software is an all-in-one platform that allows brands to identify and contact their influencers at scale. Additional features such as campaign management, reporting tools and a payment processing platform simplify influencer interactions so brands can focus on their marketing goals. Upfluence Software is currently used by 700+ clients worldwide.

86

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Upfluence is an incredible partner to the Coalition for the Homeless and has supported our programs and initiatives for years. Upfluence has provided internship and employment opportunities to participants of our First Step Job Training Program and has provided marketing support for our annual holiday toy drive. With Upfluence's help, the Coalition was able to give away 20,000 toys to kids in shelters over the past two years. We are grateful to have partners as dedicated as the team at Upfluence!”

KATIE MACK
DIRECTOR OF THE FIRST STEP JOB TRAINING PROGRAM,
COALITION FOR THE HOMELESS

“Upfluence has been easy to work with, proactive, and professional. The company has created ease in tracking sales, organizing, and managing our influencers. Having them all in one place and being able to track their sales has been incredibly beneficial.”

MEGAN CODY
DIRECTOR OF BRAND MARKETING & CREATIVE, SIMPLY
BREAD

“Upfluence has been a game-changer for Branded, transforming our influencer marketing strategy and significantly boosting our revenue. Tying our direct-to-consumer efforts with Amazon strategies turned out to be a masterstroke, pushing our revenue up and really lifting our brand onto a higher shelf.”

ADRIEN DARRACQ
PERFORMANCE MARKETING DIRECTOR, BRANDED

“Upfluence's results-oriented and data-driven method make them the agency we've chosen to work with. Their knowledge of the boosting factors to watch out for is a great advantage in their support role. They have our full and complete satisfaction.”

HELENA YOUNES
DIGITAL MARKETING DIRECTOR, NOCIBÉ GROUP

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2026

**INFLUENCER
MARKETING
PLATFORMS**

TOP PERFORMER



ABOUT APEXDROP



ApexDrop helps consumer brands interact with their target audiences on a personal level through the power of validated, expertly sourced social Influencers. We do that by matching consumer brands with the right micro influencers (i.e. creators that have an average of 5k-30k followers) who create and share branded content on social media with their fans. Micro influencers frequently have a more passionate audience than celebrity influencers do. The 80/20 rule applies here: just as 20% of your customers generate 80% of your sales, these brand advocates generate more leads and more sales conversions than any other type of...

20

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“{ApexDrop} is so easy. Just create a profile and sit back and relax. They'll send you an email if they have a gig they think fits you and then you choose whether or not to participate. They ship you products, you have 7 days to post, then send them your links; done. Easy peasy!”

HONESTLY MOMMY

“With ApexDrop, I love that I don't have to sift through all of the collaboration requests that end up in my inbox just to find a few good ones anymore.”

LEIGH MACAULAY
OWNER, PANDA SUNGLASSES

“Sales are up 42%! ApexDrop crushed our campaign and the results were better than I expected.”

KRISTEN MCCARTY
OPERATIONS MANAGER, ERETAILING

“Our ApexDrop campaign was a huge success!”

ASHLEY LUPO
BRAND MANAGER, OH LA LA CHERI

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OH LA LA CHERI
PARIS

Mighty
SPARK
FOOD CO.

HU
kitchen

JILL·E DESIGNS

Honestly Mommy



ABOUT COHLEY



Cohley provides content generation tools and performance analytics in one platform. Its software platform functions like a marketplace where clients post Campaigns that are presented to content creators and/or photographers who fit with their content goals. From there, creators apply to brands' campaigns with a full understanding of timeline, required deliverables, content guidelines and compensation. The brand then uses Cohley's guided creator selection and they're off and running, collecting thousands of rights-approved videos, photos and text reviews that are housed in their Content Libraries where they can easily activate those assets across digital...

46

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Cohley enabled us to source great content that was engaging and on brand during the busiest time of the year. We appreciated how quick and easy the process was of accepting creators and reviewing content and especially loved the ability to talk to the influencers directly for any edits or comments. The Cohley team was also really responsive and helpful whenever we needed them. Excited to continue working with Cohley on future campaigns.”

CARLY DUNKLIN
COMMUNICATIONS MANAGER, OLLY

“Working with Cohley this past year has been a terrific experience and resulted in a large library of design assets and wonderful relationships with new Primo water drinkers. The platform is very user-friendly to create and run influencer campaigns, helping us to reach and grow our target audiences.”

ANNIE ASEBROOK
DIRECTOR OF BRAND MARKETING, PRIMO WATER
CORPORATION

“Cohley has allowed us to prove out TikTok as a viable social channel. Our team was a bit hesitant at first to give up creative control in lieu of a hot new medium, but the results were amazing. We generated 50+ authentic UGC videos on TikTok and are using it all over our own social media channels.”

ANDRA MELINTE
INFLUENCER MARKETING TEAM LEAD, ADORE ME

“Working with Cohley has enabled us to scale our content strategy alongside the business as a whole. Cohley has put us in a position with our content where we're not only keeping up, we're using it as a strategic advantage.”

BYRON YOUNG
FOUNDER & CEO, CORDAROY'S

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ADORE ME



ABOUT DASH SOCIAL



Leading brands use Dash Social to connect every part of how their brand is discovered and experienced on social. Dash brings content, creators, community, campaigns, and performance together in one agentic system powered by brand-intelligent AI.

152

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Dash Social has really transformed our social media management. The ease of scheduling and viewing the content timeline has made planning much simpler. The ability to duplicate posts and add them to campaigns has saved us a lot of time. Dash Social's metrics, like the Entertainment Score, help us understand what performs well and highlight our successes. We also find the competitor tab really useful for learning what...”

JENNIFER HOWLETT
SOCIAL MEDIA EXECUTIVE, MERLIN ENTERTAINMENTS

“Dash Social has truly transformed my approach to social media. Their innovative reporting tools and deep insights into content performance have given me a clearer understanding of our audience, allowing me to create more engaging and effective strategies. This invaluable data empowers me to craft more engaging and impactful content, ultimately driving better results for our brand. I'm grateful for how Dash Social has helped me...”

MEGAN MATHEWS
SOCIAL MEDIA SPECIALIST, MERLIN ENTERTAINMENTS

“Why Dash Hudson? I think it's way more robust. We've been using it for a long time, and people who have used other platforms say that Dash Hudson's layout is way easier to use. It's straightforward, easy to navigate, and really intuitive. I like the new features, and they roll out frequently, which is always exciting because we do end up using most of them. They're...”

ALAYNA GIOVANNITTI
ASSOCIATE DIRECTOR OF SOCIAL MEDIA, URBAN
OUTFITTERS

“Dash Hudson is a dream for an analytics or data lover. If you invest in the platform, it gives back to you. While it takes time to create Boards, it has become a critical part of our strategy throughout the year to determine how we build our strategies for the following year.”

RACHEL MAGGIN
DIRECTOR, ENTERTAINMENT SOCIAL MARKETING,
BRAVO

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CAUDALÍE
PARIS

beautyblender®

BBC
STUDIOS

ALOHA

COTTON:ON



ABOUT INSENSE



Insense is a Creator Marketplace for UGC & Branded Content Ads at scale. Their global community of 35,000+ vetted creators delivers cost-efficient creator mobile-first assets in just 5-15 business days, whilst their managed service provides creative editing & media buying for high performance. Their customers have seen 4x reduction in production costs, 3x higher CTR, and up to 12x ROAS.

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TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“At Kulin, we're looking for an efficient way to connect with creators where there's accountability. We tried other platforms and found that the content from creators was poor quality, and the process took way too much time and effort. Insense solved all of that. Since you rate creators, there is an incentive for them to perform well, and their briefing process and chat system make all coordination so easy. Their dedicated support team is always...”

CAROLYN STANGELAND
CREATIVE STRATEGIST & GROWTH MANAGER, KULIN

“We found Insense while looking for a solution that would allow our small team to manage and scale UGC ad creative production for our products, which was impossible to do manually. After only 9 months on the platform, we managed to work with over 90 different creators and generate over 150 different creative assets at a very competitive cost. We used this content for our creator ads and had really good results, we had 1 creator who helped...”

TIFFANY DEAN
FOUNDER, HOLLYWOOD HAIR BAR

“Our company has worked with Insense for over a year. What has started as a content sourcing initiative - quickly turned into a comprehensive one-stop creator content production and distribution at scale for our business. The ability to amplify effective posts via FB ads has added an entire dimension to our customer acquisition strategy, and has meaningfully improved ROI.”

MICHAEL MALINSKY
FOUNDER & CHIEF EXECUTIVE OFFICER, DCB LAB

“Insense is solving 3 things for us: the problem of Amazon Influencer cooperation, product testing and getting static photo content.”

HEORHII HORPENKO
5 STARS UNITED

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ABOUT IZEA



IZEA is a marketing technology company providing software and professional services that enable brands to collaborate and transact with the full spectrum of today's top social influencers and content creators. The company serves as a champion for the growing Creator Economy, enabling individuals to monetize their content, creativity, and influence. IZEA launched the industry's first-ever influencer marketing platform in 2006 and has since facilitated nearly 4 million transactions between online buyers and sellers. Leading brands and agencies partner with IZEA to increase digital engagement, diversify brand voice, scale content production, and drive...

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TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“We were pleased to work with IZEA and Designit on our Predator Gaming campaign at IEM and this award demonstrates the program's success. To date, the content from this campaign has generated more than 2.5 million impressions and 1 million video views and engagements, with 100 percent of social media mentions being positive. It helped us achieve our goal of building the relationship between the esports community and Predator Gaming.”

RICHARD BLACK
VICE PRESIDENT OF MARKETING, ACER

“IZEA not only found amazing influencers for Visit Tampa Bay to partner with, they coordinated travel and managed content development. The video and images developed from the campaign were authentic, exciting, and truly captured the essence of the destination.”

ELISA DEBERNARDO
VISIT TAMPA BAY

“I think the Flex software is game changing. We've always been locked into a very process driven type of software to run programing, and Flex gives us the ability to really run programs in any way that we need to.”

CRYSTAL DUNCAN
SVP, HEAD OF PARTNERSHIP MARKETING, TINUITI

“The IZEA platform is much easier to use, so much more user friendly and it makes the experience that much better.”

GABRIELLE MARINO
MARKETING SPECIALIST, CANON

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ABOUT JULIUS

julius
BY TRILLER

Julius is an end-to-end influencer marketing software solution, offering influencer search and discovery, campaign management, and a robust Reporting Suite. We prioritize brand safety by manually vetting and curating every influencer profile before allowing influencers onto our platform. Julius is platform, vertical, and talent agnostic, helping our customers accelerate their capabilities and drive results across industries. Access the most in-depth database of micro and macro digital influencers, bloggers, and celebrities, with coverage across Instagram, TikTok, Facebook,...

30

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“HYPR is always up-to-date and such an easy tool to use. The first time I used HYPR, I was amazed by how easy it was to comprehend and find what I was looking for. With the click of a few buttons, the accuracy and amount of results found is outstanding. You can also narrow down your search to be very specific, which is a huge plus.”

MEGAN DANIEL
SOCIAL MEDIA COORDINATOR, COYNE PR

“The Julius platform was the most robust solution we evaluated, allowing us to discover influencers across YouTube, Facebook, and Instagram, and track engagement, engagement rate, and followers visually.”

LILY GOH
ASSISTANT MARKETING MANAGER, SOCIAL &
INFLUENCER, BIOSSANCE

“Julius is an amazing resource for digging into audience insights in a way that is incredibly digestible. The dynamic engagement data, which allows us to provide real-time campaign updates to our clients, is invaluable.”

RHEA WOODS
VP, INFLUENCER MARKETING, PRAYTELL

“We found Julius while we were still getting our feet wet in the influencer space and were amazed at how quickly we could get the information we needed to inform lists of prospective influencers.”

LINA RENZINA
MANAGER OF TALENT RELATIONS AND PARTNERSHIPS,
THE AD COUNCIL

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COYNEPR

BIOSSANCE™





ABOUT LATER



Later is a leading social and influencer marketing solution and link in bio tool. They help the world's top brands create high-performing social content and collaborate with creators to reach new audiences, drive engagement, and generate predictable ROI.

87

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“We're solving for our content scale issues with (Later) since they offer a level of moderation and a large enough number of Influencers that target our particular audience. Content is king and we're being asked monthly by our Retail partners to increase the amount and quality of content. Reviews are an important part so we've learned to repurpose our Influencer content in many, many ways and across many channels.”

BOB LAND
VICE PRESIDENT OF CONSUMER EXPERIENCE, DOREL JUVENILE

“(Later) makes dealing with the world of influencers as turnkey as it can be. I consider them partners. The influencer landscape is constantly changing and evolving. (Later) helps us stay on top of trends and reach consumers in an authentic, effective, and efficient way.”

DREW MCGOWAN
COMMUNICATIONS AND INFLUENCER MARKETING STRATEGY, CLIF BAR

“Later's new Caption Writer has been a game-changer when scheduling content. My scheduling time has been cut in half and I am now able to focus all my energy on making the best content.”

MICHELLE VELÁZQUEZ
MARKETING & COMMUNITY ENGAGEMENT SPECIALIST, SYMBALOO

“Later's hashtag tools are so simple. Adding a first comment barely adds a step to my process but it's so invaluable. It helps improve the look and feel of my post and drives reach at the same time.”

CHLOE PEDERSEN
ART DIRECTOR, RANCH & COAST MAGAZINE

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ABOUT NEOREACH

neoreach

NeoReach offers cloud-based software for Fortune 1000 brands and agencies to automate influencer marketing. NeoReach SaaS platform enables marketing teams to search through 3M+ influencer profiles, analyze their audience demographics, seamlessly manage large-scale campaigns, and measure their ROI.

43

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Out of the influencer marketing platforms I’ve worked with, NeoReach is one of the most compelling. Their audience targeting and analytics were extremely insightful.”

DREW MINH
MARKETING MANAGER, NBCUNIVERSAL

“End-to-end, influencer discovery and campaign management platform that’s got a growing list of happy customers. By that count, NeoReach is a raging success.”

INFLUENCER MARKETING HUB

“NeoReach can drive social conversation, sentiment, and conversions in a way no one can, for a cost no one can match.”

RYAN FABER
MARKETING CONSULTANT, FANDUEL

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ABOUT PARTNRUP



partnrUP is an AI-powered influencer marketing platform that helps brands discover, recruit, manage, and pay creators—automating every step of the campaign. Their platform uses AI agents for creator discovery, recruitment, performance tracking, and payments, and they also provide white-glove managed services to help brands launch and optimize campaigns, generating measurable results.

20

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Customers are paying for products and posting about us all over TikTok and the effects have been profound.”

RAYAN MROUE
FOUNDER, CLOUDSHARKS

“partnrUP is the easiest platform we’ve used for selecting partners and collaborating on content.”

GENEVIEVE COULSON
DIRECTOR OF SOCIAL MEDIA, GOLDFISH SWIM SCHOOL

“partnrUP turned our customers into our highest-converting creators for us.”

MIKE YEWDELL
PRESIDENT, BEAM BE AMAZING

“partnrUP has been transformative for our business.”

MIKE WOODLAND
DIRECTOR OF E-COMMERCE, DREAMLAND BABY

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ABOUT POPULAR PAYS

[] Popular Pays by Lightricks

Popular Pays is a platform connecting content Creators with Brands who want content to tell their stories. They're tech-forward, with an in-house built iOS and web app (for creators) and dashboard (for brands) that delivers direct communication & powerful statistics to help you run a multiplatform campaign.

83

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Popular Pays took OurPact’s list of goals to their network of editors and within a couple of days, they delivered fresh, new creative. The team went above and beyond to ensure content was ready for successful, prime time and dynamic placement on Facebook and Instagram.”

NICK WARNER
VICE PRESIDENT OF MARKETING, OURPACT

“Working with Popular Pays helped us find creators that were skilled, passionate about our brand, and strategic in their content creation and the platform made it easy to brief creators, review content, and track performance.”

KHARI SHELTON
PRODUCER, KRAFT HEINZ

“Popular Pays helps our team ensure every collaboration aligns with our brand values and delivers measurable results. It’s a strategic advantage that saves time and drives meaningful engagement with our consumers.”

AMY KRIDER
SENIOR BRAND MANAGER, BUDDIG

“For the first time in six years, we’ve been able to centralize campaign content, scale our voice through creators, and find a true blend of performance and storytelling.”

SABRINA HERNANDEZ
BRAND COORDINATOR, DABBLE & DOLLOP

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ABOUT SIDEQIK



Sideqik is your end-to-end influencer marketing platform. They help you understand what has influenced your brand in the past. They help you know in real-time what influencers are talking about your brand right now. And they help you forecast on what trends will be important in the future for your company. Sideqik combines AI-based social media intelligence with influencer marketing to provide their customers with strategic insights as well as intelligent execution.

27

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“What I love most about Sideqik are the search filters that let me find influencers who fit our criteria, plus their unique audience breakdown. It's so convenient to be able to quickly add influencer profiles and see suggested similar influencers. I can't wait to learn even more and use Sideqik to its fullest potential!”

JESS SABLAN
INFLUENCER OUTREACH, FEEL GOOD VOTING

“Sideqik has allowed us to put [brand partners] into specific folders, different activation on that activation tab, and actually filter them by those partners. Obviously, calculated and earned media value is important for us in maintaining those partnerships and creating new ones.”

BRETT MALAMUD
COMMUNICATIONS AND MARKETING MANAGER, MAJOR LEAGUE LACROSSE

“It was almost impossible to see if we had worked with an influencer 5 years ago, who their contact person was, and why it was ended at that time.”

THOMAS VAN MASTBERGEN
HEAD OF DIGITAL, BALR

“Sideqik is such an easy platform to use, we were able to set up the giveaway very quickly.”

LAUREN PREMO
SENIOR MANAGER OF GAMING MARKETING, CORSAIR

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2026

**INFLUENCER
MARKETING
PLATFORMS**

RISING STAR



ABOUT AFFILAE

affilae

Affilae is a SaaS platform that enables brands, agencies, and networks to manage their affiliate programs and influencer campaigns either independently or with their strategic support — all with the goal of maximizing ROI. They help brands activate and manage profitable acquisition channels: affiliate marketing, performance-based influencer marketing, brand influence, TikTok Shop.

73

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Affilae is super easy to use. Everything, from signing up to creating a profile, is quick and straightforward. Adding tracked links to our content quickly becomes second nature. One of the major advantages is the integrated invoicing feature on the platform. If there's ever an issue, the team is always available and very responsive. I also appreciate the transparency of the statistics, which isn't always the case with paid campaigns...”

MANON
CONTENT CREATOR, MGCH

“I highly recommend Affilae. After several years of collaboration, what stands out the most is the strong relationship of trust that has developed between us. Affilae has always demonstrated great transparency and smooth communication. The Affilae teams have the ability to support both major brands and emerging brands. Their constant support and expertise make Affilae a partner of...”

SARRA DJAOUI
ACCOUNT DIRECTOR, PERFORMANCE DIVISION,
QWAMPLIFY

“Our partnership is going extremely well. We work with many platforms. The advantage of Affilae is that it's a French platform, and we benefit from excellent support from the teams. It's very easy to reach you and contact you. There are some great brands on Affilae (like La Redoute), which is very beneficial for us and for raising awareness of Modalova.”

GABRIEL KAAM
FOUNDER, MODALOVA

“Affilae's affiliate platform is very easy to use and very accessible for both affiliates and advertisers. We are very satisfied with affiliate marketing, especially because it allows us to make beautiful win-win partnerships with bloggers and quality brands to present our adventures by mail for children.”

MÉLANIE MANGOLD
COMMUNICATIONS OFFICER, EPOPIA

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marie claire

JOLI PLACE

adopt





ABOUT BUZZSUMO



BuzzSumo is the world's most-loved content marketing software. They empower businesses to connect with their audiences. BuzzSumo's social data helps you discover engaging content and outreach opportunities. Millions of marketers rely on BuzzSumo to reveal the truth about what content works and what sinks without a trace.

86

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“BuzzSumo has to be the most important tool that I use for my content marketing and SEO campaigns. [It has] the ability to quickly identify what content is working well in an industry and who the major influencers are. For me, no tool comes close to providing the kind of insight that BuzzSumo gives - great work guys!”

MATTHEW BARBY
DIGITAL MARKETING EXPERT, HUBSPOT

“BuzzSumo has to be the most important tool that I use for my content marketing and SEO campaigns. The ability to quickly identify what content is working well in an industry and who the major influencers are. For me, no tool comes close to providing the kind of insight that BuzzSumo gives.”

MATTHEW BARBY
WYATT INTERNATIONAL

“What I love is that I'm able to use data, thanks to BuzzSumo, to help people gain a lot better understanding of who their audience is, and where they're actually engaging with content.”

ERIKA HEALD
MARKETING CONSULTANT, ERIKA HEALD MARKETING

“Honestly, without BuzzSumo, we wouldn't be able to produce the letter the way we do.”

RUSS HENNEBERRY
FOUNDER, THECLIKK

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APPSUMO





ABOUT FLAMINJOY

flaminjoy.

Flaminjoy is revolutionizing the influencer marketing landscape in Romania. Flaminjoy simplifies every step of your influencer marketing journey, from discovering the right creators to launching, managing campaigns, and amplifying results using Social Products. With advanced analytics, seamless integrations, and real-time performance tracking, we help you drive authentic engagement, and boost brand visibility.

67

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Flaminjoy made my life easier. I coordinated a team of digital influencers who needed a tool for measuring their performance on Instagram. This tool helped us better understand our campaign's impact on social media and to have access to in-depth data about UGC and our accounts.”

ANAMARIA SEMICIUC
COMMUNITY MANAGER, PHILIP MORRIS ROMANIA

“We use Flaminjoy to enhance our website with UGC from our #infusedgirls hashtag. And all of our social media efforts have turned into commercial results. Integrating UGC in interactive galleries within the INFSD site increases our rate of conversion and engagement.”

ALINA CEUSAN
FOUNDER, INFSD

“Flaminjoy opened new doors for us in marketing. Not only are we inspiring our customers with content done by our influencers, but we are also able to increase our conversions and track the results at the same time.”

BRANISLAV RAMSAK
CXO & FOUNDER, EYERIM

“Thanks to Flaminjoy, we've got an accurate understanding of the real impact of UGC on our local market. We can now easily see which types of UGC, #hashtags are increasing engagement and traffic.”

IOANA MARZAC-SIGARTEU
CORPORATE COMMUNICATIONS MANAGER, SAMSUNG

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Alma K.
Dead Sea Minerals

BANCA BT TRANSILVANIA®



Dr Irena Eris

COTHARI



ABOUT HYPEAUDITOR



HypeAuditor is a comprehensive set of tools to discover and analyze influencers on Instagram, YouTube, and TikTok, verify their authenticity, and track the results of influencer marketing campaigns. It also developed a unique within influencer industry tool that allows doing in-depth market researches and competitors analysis. All services are based on machine learning algorithms.

110

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“We utilize HypeAuditor to give us valuable insights and metrics that no other agencies can provide. And that way we [are] 2 steps ahead of other agencies where we can give our clients more beneficial information.”

TIMOTHY WIRNASON
CHIEF OPERATING OFFICER, SWARA

“That's the great thing about HypeAuditor – it's so diverse, and the amount of data that it provides and the benchmarking that it provides, it's really helpful.”

JEFF CRAVENS
CHIEF EXECUTIVE OFFICER, TOTAL PLAYER VALUE

“Access to Twitch influencers has been a game-changer for us, especially for clients targeting younger, highly engaged audiences.”

AYA HESHAM
CAMPAIGN MANAGER, VIVIAN AGENCY

“Authenticity is key for our brand. HypeAuditor helps us ensure that every influencer we partner with aligns with that value.”

LAURA DEKIMPE
DIGITAL MARKETER, BEKINA BOOTS

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ABOUT INFLUENCY



Influencer is a software development company specialising in digital marketing, and specifically, in influencer marketing. They help brands and agencies to obtain greater visibility on the Internet, as well as increase their sales, through influential people called influencers.

35

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“Extremely valuable, it is very simple to use but packed full of valuable data. It's super accurate when comparing it to realtime API data from Instagram, which is exceptionally useful when planning a campaign. It has a huge database of influencers and reporting through the tool has been extremely valuable to the clients we work with.”

MARK DANDY
CHIEF EXECUTIVE OFFICER, CAPTIVATE INFLUENCE

“The perfect tool to carry out your influencer marketing campaigns.”

GUADALUPE G.
SENIOR ACCOUNT MANAGER, SMALL BUSINESS COMPANY

“The Influencer program is the best tool to choose the most accurate influencers.”

SANDRA R.
MARKETING SPECIALIST, SMALL BUSINESS COMPANY

“The best tool to analyze influencers.”

FERNANDO C.
DIGITAL MARKETING DIRECTOR, SMALL BUSINESS COMPANY

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Cheil